

## Message Text

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ACTION IO-14

INFO OCT-01 CIAE-00 CU-04 INR-07 NSAE-00 AID-05 USIA-06  
AF-10 ARA-10 EA-10 EUR-12 NEA-10 ISO-00 OIC-02  
L-03 /094 W  
-----015090 271058Z /17

R 271007Z DEC 77  
FM AMEMBASSY PARIS  
TO SECSTATE WASHDC 3575  
INFO AMEMBASSY MOSCOW  
AMEMBASSY STOCKHOLM  
USMISSION GENEVA  
USMISSION USUN

C O N F I D E N T I A L SECTION 01 OF 02 PARIS 37560

NESCO

E.O. 11652: GDS  
TAGS: PORG, UNESCO  
SUBJECT: UNESCO: FIRST (ORGANIZATIONAL) MEETING OF  
INTERNATIONAL COMMISSION FOR THE STUDY OF  
COMMUNICATIONS PROBLEMS (ICSCP)

1. SUMMARY: FIRST MEETING OF ICSCP CONVENED FROM  
DECEMBER 14-16. OPENING SESSION WAS PUBLIC WITH  
SPEECHES BY UNESCO'S M'BOW, AND ICSCP CHAIRMAN, SEAN  
MCBRIDE. REMAINING SESSIONS WERE LIMITED TO COM-  
MISSIONERS AND COMMISSION STAFF PERSONNEL (NOTE: ICSCP  
SECRETARIAT IS HEADED BY ANSER DELEON, YUGOSLAVIA, AND  
IS STAFFED BY EXPERTS DETAILED FROM UNESCO SECRETARIAT).  
MCBRIDE PRESS CONFERENCE ON DECEMBER 16 REVEALED LITTLE  
BEYOND TOPICS OF ORGANIZATIONAL NATURE, SUCH AS  
ICSCP'S INTENTION TO OPEN FIRST OF FOUR SUBSTANTIVE  
SESSIONS IN STOCKHOLM (APRIL 24-29) AT INVITATION OF  
SWEDISH GOVERNMENT. FIRST MEETING PROVIDED OPPORTUNITY  
FOR COMMISSIONERS TO GET TO KNOW EACH OTHER AND STAFF  
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MEMBERS OF ICSCP SECRETARIAT, AND TO RAISE QUESTIONS  
ABOUT PROCEDURES. OTHERWISE, NO PARTICULAR EFFORT WAS  
MADE TO DEAL SYSTEMATICALLY WITH SUBSTANTIVE ISSUES,  
AND POST CONFERENCE ATTITUDE OF ICSCP STAFF IS THAT  
DEFINITION OF PROBLEMS TO BE CONSIDERED BY COMMISSION,  
AND DEVELOPMENT OF A "PRODUCTIVE" MOMENTUM ARE MAJOR  
HURDLES YET TO BE OVERCOME. END SUMMARY.

2. SPEECHES BY M'BOW AND MCBRIDE CONTAINED NO SURPRISES. THEY ATTEMPTED TO FOCUS ON WORLD COMMUNICATION ISSUES FROM THIRD WORLD PERSPECTIVE. M'BOW ASKED THAT COMMISSIONERS WORK WITHIN TERMS OF REFERENCE, WHICH IN FACT LEAD TO MAIN CONCERNS ESPOUSED BY UNESCO--THE REQUIREMENT FOR INTERNATIONAL ACTION IN COMMUNICATION FIELD RELATED TO "A NEW WORLD INFORMATION ORDR" AND "NEW INTERNATIONAL ECONOMIC ORDER", AND OTHER LOADED CATCH WORDS AND PHRASES (FROM ANYONE'S POINT OF VIEW) SUCH AS FREEDOM AND RESPONSIBILITY, BALANCE, UNIVERSAL ACCESS, PARTICIPATION--ALL PART AND PARCEL OF CONCEPT CALLED "RIGHT TO COMMUNICATE."

3. SUBSTANTIVE SESSIONS THEMSELVES WERE CONCENTRATED MORE ON ORGANIZATIONAL AND TECHNICAL PROBLEMS THAN EITHER SYSTEMATICALLY LAYING OUT PROBLEM AREAS FOR FUTURE DISCUSSION, OR SINKING TEETH INTO PARTICULAR SUBJECTS. COMING TO AGREEMENT ON VENUE AND AGENDA OF NEXT AND (FIRST) "SUBSTANTIVE MEETING", HOWEVER, WAS HELPED ALONG BY SWEDISH GOVERNMENT'S OFFER, EXTENDED TO CHAIRMAN MCBRIDE PERSONALLY, TO HOST THIS SESSION DURING APRIL (NOW SET FOR WEEK BEGINNING APRIL 24), IN CONJUNCTION WITH A THREE-DAY SEMINAR ON INTERNATIONAL NEWS AGENCIES. THE "BIG FIVE" ALONG WITH VARIOUS THIRD WORLD AGENCIES AND MEDIA REPRESENTATIVES ARE TO BE CONFIDENTIAL

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INVITED, AND IT IS HOPED THAT AS MANY COMMISSIONERS AS POSSIBLE WILL ATTEND NEWS AGENCY SEMINAR. COMMISSION WILL CONVENE LAST THREE DAYS OF THAT WEEK TO DELIBERATE INTERNATIONAL NEWS AGENCY QUESTION, PROBABLY ALONG (TENTATIVE) GUIDELINES OUTLINED DURING SESSION JUST CONCLUDED, SUCH AS: (A) TECHNICAL--WHAT ARE PROBLEMS AND OPPORTUNITIES FOR USING TECHNOLOGY IN LDC'S FOR NEWS AGENCY POOLING, ETC?; (B) CONTENT--WHAT ARE THE RELATIONSHIPS OF NEWS CONTENT TO ECONOMIC, CULTURAL, POLITICAL AND REGIONAL INTERESTS?; (C) ACCURACY AND BALANCE--WHAT ARE THE PROBLEMS OF IMPORTING AND EXPORTING NEWS?; AND (D) RELATIONS BETWEEN THE STATE AND MEDIA--WHAT ARE THE PROBLEMS IN RELATIONS OF THE STATE TO NEWS AGENCIES, ELECTRONIC MEDIA, AND REPORTERS? WHAT CAN BE DONE TO PROTECT JOURNALISTS?

4. FROM ICSCP SECRETARIAT'S POINT OF VIEW, PROBABLY

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R 271007Z DEC 77  
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C O N F I D E N T I A L SECTION 02 OF 02 PARIS 37560

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MOST IMPORTANT EVENT OF FIRST MEETING--WHICH SECRETARIAT  
CONSIDERED MOST UNFORTUNATE--WAS AGREEMENT IN PRINCIPLE  
BY ELIE ABEL (US) AND LEONID M. ZAMIATINE (USSR)  
WHICH AROSE OUT OF THE GENERAL DEBATE, THAT CONCEPT  
OF "A NEW WORLD ORDER FOR INFORMATION" IS SO IMPRECISE  
AND "WOOLY" A CONCEPT AS TO BE USELESS (ZAMIATIANE  
WARNED THAT QUESTION INVOLVED THE SOVEREIGNTY OF  
STATES\*). THEREFORE TOPIC PROBABLY WOULD NOT BE A  
FRUITFUL ONE FOR COMMISSION'S DELIBERATION. THIS  
POSITION WAS CHALLENGED BY THIRD WORLD REPS (MOCHTAR  
LUBIS, INDONESIA SAID HE DISLIKED DEFINITIONS TOO, BUT  
THAT THE "STATUS QUO" IS NOT DESIRABLE), BUT ICSCP  
SECRETARIAT CONCERNED NONETHELESS, THAT THIS "AGREEMENT"  
MIGHT SQUARE OFF "FIRST AND SECOND" WORLDS AGAINST  
THIRD WORLD INTERESTS, AND THUS DAMPEN CHANCES FOR  
"CONSTRUCTIVE" DIALOGUE ON THIS SUBJECT (WHICH M'BOW  
IS DETERMINED TO PROPAGATE AND HOLDS ONTO SO DEARLY,  
AS SELF-PROCLAIMED CHAMPION OF THIRD WORLD INTERESTS).

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5. ICSCP SECRETARIAT IS ESPECIALLY UNHAPPY THAT FIRST  
SUBSTANTIVE MEETING WILL HAVE TURNED INTO YET

ANOTHER DELIBERATION ON INTERNATIONAL NEWS AGENCIES, WHICH HAS ALREADY BEEN MUCH STUDIED, DEBATED, AND COMPRISES ONLY SMALL PART OF INTERNATIONAL COMMUNICATIONS PROBLEMS. HOPE IS THAT COMMISSION WILL BE ABLE TO DRAW ELECTRONIC MEDIA INTO DISCUSSION AS WELL, IF FOR NO OTHER REASON THAN TO COVER MORE GROUND IN VERY LIMITED TIME AVAILABLE TO COMMISSION. IN FACT, SWEDISH INVITATION WAS EXTENDED TO MCBRIDE PERSONALLY, AND HE ACCEPTED WITHOUT CONSULTING EITHER SECRETARIAT OR OTHER COMMISSIONERS. THEY WERE PRESENTED WITH A FAIT ACCOMPLI WHICH PROBABLY "NOT EVEN MCBRIDE HIMSELF CAN GET OUT OF NOW" ACCORDING TO SECRETARIAT SOURCES, WHO ARE DISTRESSED BY PROSPECTS OF HAVING TO DEVOTE ENTIRE SESSION TO NEWS AGENCIES QUESTION.

6. ICSCP SECRETARIAT IS GENERALLY PLEASED WITH COMMISSIONERS, WHOSE INTERVENTIONS, ACCORDING TO ONE UNESCO OBSERVER, DEVELOPED INTO HIGHEST QUALITY DISCUSSION HE HAS HEARD DURING TWENTY YEARS EMPLOYMENT AT UNESCO. STILL, NO ONE IS WILLING TO SPECULATE YET ON THE POSSIBLE VALUE OF THE COMMISSION'S FINAL PRODUCT, INCLUDING BOTH COMMISSIONERS THEMSELVES, AND MEMBERS OF THE STAFF. COMMISSION'S EXECUTIVE SECRETARY, ANSER DELEON, FOR EXAMPLE, IS HAVING HIS OWN PROBLEMS TRYING TO ENLIST CHAIRMAN MCBRIDE'S SUPPORT IN MAKING COMMISSION WORK AS WELL INTEGRATED UNIT, WHICH INCLUDES THE EXECUTIVE SECRETARIAT. ACCORDING TO SOURCES, MCBRIDE HAS MADE IT CLEAR THAT COMMISSION IS RESPONSIBLE ONLY TO ITSELF, AND IN DOING SO HAS (UNNECESSARILY) STEPPED ON TOES OF THOSE ASSIGNED TO SUPPORT IT. CONFIDENTIAL

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7. COMMENT: FROM POINT OF VIEW OF AN "INDEPENDENT" COMMISSION, HOWEVER, MCBRIDE'S PERHAPS OVERLY INDEPENDENT AND SOMETIMES BRASH AND "UNDIPLOMATIC" DEMEANOR MAY HELP KEEP UNESCO'S ROLE IN PROPER PERSPECTIVE, FOR IT HAS BEEN DESCRIBED TO DELOFF, SOMETIMES RATHER PROUDLY, THAT STAFF PERSONNEL (OF "LIBERAL" INCLINATION) ARE IN POSITION TO DEFINE THE COMMISSION'S "TRACK", AND TO KEEP SUBSTANCE OF DELIBERATIONS MOVING ALONG IT. UNFORTUNATELY, THIS ATTITUDE CAN ONLY FOSTER COMPLAINT THAT UNESCO IS AT CENTER OF AN "INTERNATIONAL CONSPIRACY" FROM WHATEVER SIDE ONE VIEWS IT. IT IS INTERESTING TO NOTE THAT SOVIET'S, FOR EXAMPLE, HAVE UNDERLINED THEIR CONCERN BY SENDING A HIGH LEVEL POLITICAL FIGURE TO WATCH OVER PROCEEDINGS, LEONID M. ZAMIATAINE, THE DIRECTOR GENERAL OF TASS AND A MEMBER OF THE SUPREME SOVIET SINCE 1974. HIS VERY CON-

SERVATIVE AND SO FAR UNCONSTRUCTIVE ATTITUDE WITH  
RESPECT TO MAJOR THIRD WORLD INTERESTS IS A SOURCE OF  
DISQUIET FOR THE ICSCP SECRETARIAT, WHICH WILL NOT  
IMPROVE SOVIET'S THIRD WORLD IMAGE AT UNESCO.  
END OF COMMENT.

8. IN ANY EVENT, RELATIONSHIP BETWEEN COMMISSION AND  
UNESCO (IN GENERAL) IS DELICATE, AT LEVEL OF INTERPLAY  
OF PERSONALITIES, FOR INSTITUTIONAL REASONS, AND  
OWING TO VERY POLITICAL AND CONTROVERSIAL NATURE OF  
COMMUNICATIONS ISSUES THEMSELVES, WHICH EXPOSE FUNDA-  
MENTAL IDEOLOGICAL DIFFERENCES. TORRES

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## Message Attributes

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